

U.S. DEPARTMENT OF STATE
U.S. EMBASSY TO THE KINGDOM OF SAUDI ARABIA PUBLIC AFFAIRS SECTION
Notice of Funding Opportunity

Funding Opportunity Title: PAS Annual Program Statement
Funding Opportunity Number: DOS-SAU-2303-PD
Deadline for Applications: Rolling until July 15, 2023
CFDA Number: 19.040 – Public Diplomacy Programs
Minimum for Each Award: \$5,000
Maximum for Each Award: \$125,000

A. PROGRAM DESCRIPTION

The Public Affairs Sections (PAS) of the U.S. Embassy in Riyadh and U.S. Consulates in Jeddah and Dhahran announce an open competition for organizations or individuals to submit a statement of interest (SOI) to carry out a program (or programs) under our Public Diplomacy Annual Program Statement. This announcement outlines funding priorities, key strategic themes, and the procedures for submitting proposals. Please read this document carefully and follow all instructions. **This notice is subject to availability of funding.**

The submission of the SOI is the first step in a two-step process. Applicants must first submit a concise (1-3 page) statement of interest designed to clearly communicate program ideas and objectives. This is not a full proposal. The purpose of the SOI process is to allow applicants to submit program ideas for evaluation prior to development of a full proposal application. Upon a merit review of eligible SOIs, selected applicants will be invited to expand on their program ideas by submitting a full proposal application. Full proposals will go through a second merit review before final funding decisions are made.

Purpose of Small Grants Program: PAS Saudi Arabia invites proposals for programs that **strengthen cultural, educational, or people-to-people ties between the U.S. and Saudi Arabia** through cultural and exchange programming that highlights shared values and promotes bilateral cooperation. All programs must include at least one U.S. Embassy priority program area (listed below) and include a U.S. element or connection. This should be highlighted in your proposal. This U.S. element could be comprised of an American cultural element, use of American precepts or models, or connection with American expert/s, organization/s, or institution/s in a specific field that will promote increased understanding of U.S. policy and perspectives.

Special consideration will be given to proposals that highlight the diversity of the United States and programs whose experts represent diverse backgrounds. Examples of grants program projects include, but are not limited to:

- Academic or professional lectures, seminars, workshops, or speaker programs
- Artistic and cultural workshops, joint performances, and/or exhibitions
- Professional and academic exchanges and projects
- Community building and networking or mentoring initiatives

- Professional development workshops and training
- Programs that facilitate people-to-people connection among Saudis and Americans in priority thematic areas
- Programs that promote development of skills in priority program areas among Saudi youth and/or women, or other target audiences

Priority Program Areas:

- **Culture and the Creative Economy:** Projects that support Saudi Arabia's cultural programming priorities by engaging American performers, artists, creatives and other figures to perform in venues in Saudi Arabia, including via joint performances or exhibitions; or exchange programs that use U.S. experts, professionals, or speakers to help develop the emerging voices in the creative economy sector in Saudi Arabia and support emerging Saudi talent in the creative fields, such as media, comedy, film/television, music, sound engineering, the visual arts, sports entertainment and management, and e-gaming.
- **Education and English Language:** Programs that increase access for Saudi students to seek U.S. higher education; promote linkages between U.S. and Saudi universities; offer exchanges or best practices in English teaching and learning; or advance U.S.-Saudi linkages in STEAM fields, to include space or robotics programming.
- **Skills Building among Target Audiences:** Programs that support entrepreneurship skills, particularly among youth and women, including by creating linkages with U.S. entrepreneurs and/or investors; programs that leverage sports to develop leadership, teamwork, and rules-based values; or other programs that foster the development of skills critical to economic and social advancement among Saudi youth, women, or underserved groups (including the disabled and people living outside major cities).
- **Environmental Protection:** Programs that promote the green economy, raise awareness of the environmental impacts of carbon emissions or littering, promote clean energy, encourage good stewardship of the land and sea, or emphasize partnerships on other environmental issues of concern; or programs that leverage the upcoming UN Climate Change Conference and support Saudi initiatives to promote environmental awareness among Saudi youth.
- **Cultural Heritage:** Programs that promote sustainable economic opportunities in Saudi Arabia through the protection of antiquities, exchanges that promote the protection and promotion of Saudi cultural heritage, or the development of sustainable tourism through the creation of partnerships with U.S. private, public and non-governmental heritage protection and management sectors.

Participants and Audiences:

PAS's primary audiences include emerging leaders in priority program areas; next generation leaders (e.g., innovators, digital influencers); cultural and educational leaders; national and regional media; public-private organizations, foundations, and think tanks; underserved

communities; academic institutions; and government officials (state, district, and municipal officials; policy makers, civil servants).

The following types of programs are not eligible for funding:

- Programs relating to partisan political activity;
- Charitable or development activities;
- Construction programs;
- Programs that support specific religious activities;
- Fund-raising campaigns;
- Lobbying for specific legislation or programs
- Scientific research;
- Programs intended primarily for the growth or institutional development of the organization; or
- Programs that duplicate existing programs.

Authorizing legislation, type and year of funding:

Funding authority rests in the Smith-Mundt Act. The source of funding is FY2023 Public Diplomacy Funding.

B. FEDERAL AWARD INFORMATION

Length of performance period: 1 to 18 months

Number of awards anticipated: three to twenty, (dependent on amounts and on availability of funding)

Award amounts: awards may range from a minimum of \$5,000 to a maximum of \$125,000

Type of funding: Fiscal Year 2023 Public Diplomacy Funding

Anticipated program start date: Rolling

This notice is subject to availability of funding.

Funding Instrument Type: Grant, Fixed Amount Award, or Cooperative agreement.

Cooperative agreements are different from grants in that PAS staff are more actively involved in the grant implementation.

Program Performance Period: Proposed programs should be completed in 12 months or less, but may be extended under special circumstances. PAS will entertain applications for continuation grants funded under these awards beyond the initial budget period on a non-competitive basis subject to availability of funds, satisfactory progress of the program, and a determination that continued funding would be in the best interest of the U.S. Department of State.

C. ELIGIBILITY INFORMATION

1. Eligible Applicants

The Public Affairs Section encourages applications from U.S. or Saudi-based:

- Registered not-for-profit organizations, including think tanks and civil society/non-governmental organizations with programming experience
- Individuals
- Non-profit or governmental educational institutions
- Governmental institutions

For-profit or commercial entities are **not** eligible to apply.

2. Cost Sharing or Matching

When cost-sharing is offered, it is understood and agreed that the applicant must provide the amount of cost-sharing as stipulated in its proposal. PAS encourages, but does not mandate, that applicants include cost-sharing elements from additional sources in support of their proposals.

3. Other Eligibility Requirements

In order to be eligible to receive an award, all organizations must have a Unique Entity Identifier (UEI) number issued via www.SAM.gov as well as a valid registration on www.SAM.gov. Please see Section D.3 for more information. Individuals are not required to have a UEI or be registered in SAM.gov.

D. APPLICATION AND SUBMISSION INFORMATION

Please follow all instructions below carefully. SOIs that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible.

1. SOIs must include:

- A brief (1-3 page) project description introducing the organization or individual applying; summarizing goals, objectives, outcomes, performance indicators, and beneficiaries; highlighting the American component; and providing a proposed timeline. Please also identify any proposed key partners or sub-awardees.
- A clear statement of the applicant's organizational capacity to carry out the proposed activity and manage U.S. Government funds.
- An estimated total budget in U.S. dollars including any anticipated cost share
- Note: SF 424 (SF 424 A and SF 424 B are **not** required for initial SOI application)

Please ensure:

- The proposal clearly addresses the goals and objectives of this funding opportunity
- All documents are in English
- All budgets are in U.S. dollars

2. Funding Restrictions:

Ineligible programs as detailed in this Statement of Interest and costs not allowed per 2 CFR 200 and 600

3. Other Submission Requirements:

All application materials must be submitted by email to Riyadhgrants@state.gov.

4. Submission Dates and Times

The Public Affairs Section will accept proposals throughout the year and will review proposals according to the following schedule:

- SOI Proposals received between February 1 and March 1 will be reviewed by March 30
- SOI Proposals received between March 2 and May 21 will be reviewed by May 30
- SOI Proposals received between May 22 and June 30 will be reviewed by July 15

E. APPLICATION REVIEW INFORMATION

1. Criteria

Each SOI will be evaluated and rated on the basis of the evaluation criteria outlined below. The criteria listed are closely related and are considered as a whole in judging the overall quality of an application.

Organizational capacity: The organization has expertise in its stated field and PAS is confident of its ability to undertake the program. This includes a financial management system and a bank account.

Quality and feasibility of the program idea – The program idea is well developed, with detail about how program activities will be carried out. The proposal demonstrates relationships with in-country partners, if applicable. The proposal includes a reasonable implementation timeline.

Goals and objectives: Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results.

Embassy priorities: Applicant has clearly described how stated goals are related to and support PAS priority areas or target audiences.

Budget: Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for necessary expenses to achieve proposed activities.

Local knowledge: Applicant has sufficient experience in Saudi Arabia or is planning to work with a specified local partner that has such experience to execute on proposed activities.

2. Review and Selection Process

A Grants Review Committee will evaluate all eligible applications. All eligible SOIs will be reviewed against the criteria listed above and not against competing SOIs.

Following the review, any successful SOI applicants will be contacted and instructed to submit full applications. A full application will include:

- SF-424 or SF-424i (Application for Federal Assistance)
- SF 424A (Budget information)
- SF424B (Assurances) for individual or organization exempted from registering with SAM.gov
- A budget narrative
- CVs for key staff
- Statement of NICRA, if applicable
- Letters of support from potential sub-awardees or key partners

F. FEDERAL AWARD ADMINISTRATION INFORMATION

1. Administrative and National Policy Requirements

Before submitting an SOI, applicants should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply. These include: 2 CFR 200, 2 CFR 600, Certifications and Assurances, and the Department of State Standard Terms and Conditions, all of which are available at: <https://www.state.gov/about-us-office-of-the-procurement-executive/>. Note the U.S Flag branding and marking requirements in the Standard Terms and Conditions.

Issuance of this NOFO does not constitute an award commitment on the part of the U.S. government, nor does it commit the U.S. government to pay for costs incurred in the preparation and submission of proposals. Further, the U.S. government reserves the right to reject any or all proposals received.

G. FEDERAL AWARDED AGENCY CONTACTS

If you have any questions about the grant application process, please contact PAS at: RiyadhGrants@state.gov.

Note: We do not provide any individual pre-consultation for application-related questions that are addressed in the NOFO. Once an application has been submitted, State Department officials and staff — both in the Department and at embassies overseas — may not discuss this competition with applicants until the entire proposal review process is completed. In the event of sufficient demand, PAS will host a webinar to answer questions regarding this NOFO or publish

a list of frequently asked questions as an addendum to this NOFO. Please check the [grants.gov](https://www.grants.gov) page where this NOFO is posted for updates.